



Social media as a career development strategy

Alison Pearce (@aliepea)

Centre for Health Economics Research & Evaluation, University of Technology Sydney

Outline

- What is social media & how do academics use it?
- My experience of social media & how I think it has helped my career
- Ideas & practical tips for getting started
 - Should you have a social media profile?
 - What platforms are best?
 - What are the 'do's and don'ts'



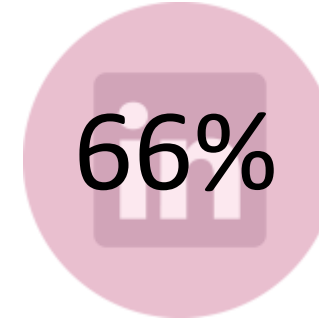
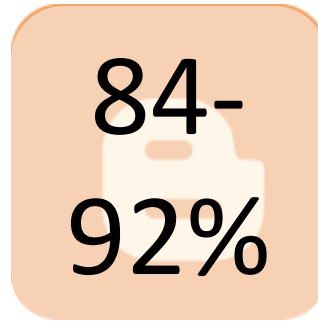
What is social media?



- “Social media are computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks”
- Social = interacting with people
- Media = instrument of communication (usually internet-based)



Examples of social media



Collins, Shiffman & Rock, 2016

How do researchers / academics use SM?

- Sharing experiences
- Making connections
- Disseminate & translate own work & others
- Finding inspiration / information
- Attend conferences remotely (Twitter – 74%)
- Correcting misrepresentations / rant!
- Synthesise thoughts (blogging)



Collins, Shiffman & Rock, 2016

Why do academics use SM?

- Perceived benefits:
 - Size & diversity of audience, ease of communication, networking opportunities, access to / sharing information.
 - Also fun, builds communication skills, connect with journalists
- Perceived barriers:
 - Fear of unknown, lack of time, lack of scientific rigour, lack of privacy, dislike of format

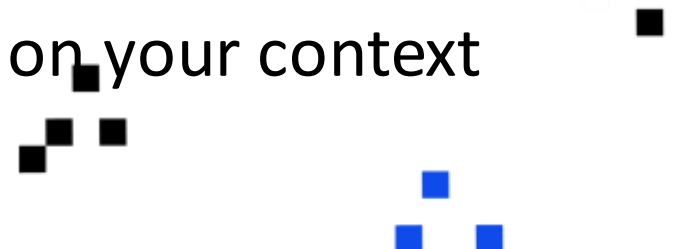
Online research profiles

- Automatic: Uni profile, GoogleScholar, Altmetric
- Internal: Symplectic, Research Master, OPEN
- Tracking: ORCID, Publons, ResearchGate, ImpactStory
- Promotion: LinkedIn, website, blog, Figshare, Kudos
- Media: Uni publications, radio, newspaper, podcasts



My experience

- Personal website as central hub - keep it up to date and refer everything else back to it
- Being visible has helped my career
- Twitter is fun!
 - Connect with great people, access new & relevant research
 - Enthusiasm comes and goes
- I don't use FB for work
- Media office can be a helpful resource
- I can see potential for IG, but probably depends on your context



My online research profile

- UTS profile
- GoogleScholar
- ORCID
- Publons
- LinkedIn, ResearchGate, & Academia.edu
- Personal website (& blog)
- Twitter
- Media connections





Alison Pearce

POSITIONS

Chancellor's Postdoctoral Research Fellow,
Centre for Health Economics Research and
Evaluation

Core Member, CHERE - Centre for Health
Economics Research and Evaluation

QUALIFICATIONS

B.AppSci (OT) (UWS), MPH (UNSW), PhD (UTS)

✉ EMAIL

Alison.Pearce-1@uts.edu.au

☎ PHONE

+61 2 95144735

 [0000-0002-5690-9542](#)

Biography

Alison returned to CHERE in May 2016 as a Chancellor's Postdoctoral Research Fellow. After completing her PhD on the costs of chemotherapy side effects at CHERE in 2013, she did a postdoctoral fellowship at the National Cancer Registry in Ireland. There, she worked on the costs of cancer survivorship, including lost productivity and patient preferences for cancer follow-up services. Prior to her PhD, Alison worked in cancer research at the National Breast and Ovarian Cancer Centre (now Cancer Australia) and the NHMRC Clinical Trials Centre at the University of Sydney.

Alison's current work examines some of the societal costs of cancer. This includes estimating cancer related productivity losses in Australia, and exploring the differences between how individuals and society make trade-offs between the outcomes of cancer treatment (such as survival) and quality of life.

More broadly, Alison's research interests are centred around using health economics and health services research to improve cancer care by providing relevant and reliable information for decision making. She also has keen interests in early career researcher development, communicating research to the public, and the use of social media in academia.

[See less](#)

Professional

Awards:

- 2015 - MASCC Young Investigator of the Year Award "Comparing the costs of three prostate cancer follow-up strategies: A cost minimiation analysis"
- 2015 - HESG Best Poster Presentation Award "Cognitive interviewing highlights unanticipated decision making in a discrete choice experiment"



The requested page could not be found.

About UTS

[The University](#)
[Campus maps](#)
[UTS governance](#)
[Faculties](#)
[Privacy statement](#)
[Accessibility](#)
[Disclaimer](#)

Library

[Search catalogue](#)
[What's on](#)
[Help and resources](#)

Newsroom

[Events](#)
[Find an expert](#)
[Media centre](#)

Staff

[Staff Connect](#)
[Webmail](#)
[Staff Directory](#)
[Jobs at UTS](#)

Contact us

Student and public enquiries







Alison Pearce

Chancellor's Post-doctoral Research Fellow, [University of Technology Sydney](#)

Verified email at chere.uts.edu.au - [Homepage](#)

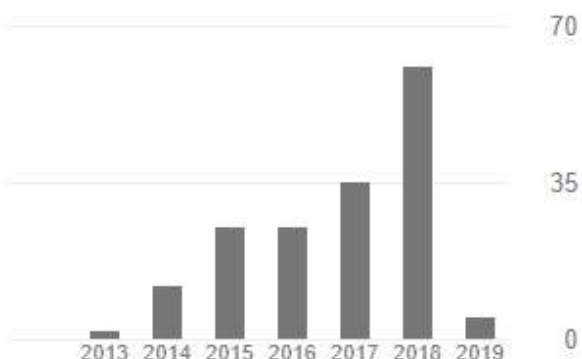
[Health Economics](#) [Cancer](#) [Clinical Trials](#) [Occupational Therapy](#)

 FOLLOWING

<input type="checkbox"/> TITLE  	CITED BY	YEAR
<input type="checkbox"/> Long-term workforce participation patterns following head and neck cancer A Pearce, A Timmons, E O'Sullivan, P Gallagher, R Gooberman-Hill, ... <i>Journal of Cancer Survivorship</i> 9 (1), 30-39	22	2015
<input type="checkbox"/> High discordance rates between sub-areolar and peri-tumoural breast lymphoscintigraphy F Noushi, AJ Spillane, RF Uren, R Cooper, S Allwright, KL Snook, D Gillet, ... <i>European Journal of Surgical Oncology (EJSO)</i> 39 (10), 1053-1060	19	2013
<input type="checkbox"/> Incidence and severity of self-reported chemotherapy side effects in routine care: A prospective cohort study A Pearce, M Haas, R Viney, SA Pearson, P Haywood, C Brown, R Ward <i>PloS one</i> 12 (10), e0184360	18	2017
<input type="checkbox"/> The cost of premature cancer-related mortality: a review and assessment of the evidence P Hanly, A Pearce, L Sharp <i>Expert review of pharmacoeconomics & outcomes research</i> 14 (3), 355-377	16	2014
<input type="checkbox"/> The magnitude and characteristics of the population of cancer survivors: using population-based estimates of cancer prevalence to inform service planning for survivorship care L Sharp, S Deady, P Gallagher, M Molcho, A Pearce, AA Thomas, ... <i>BMC cancer</i> 14 (1), 767	15	2014
<input type="checkbox"/> Quality of life in urban and rural settings: a study of head and neck cancer survivors AA Thomas, A Timmons, M Molcho, A Pearce, P Gallagher, P Butow, ... <i>Oral oncology</i> 50 (7), 676-682	14	2014
<input type="checkbox"/> Productivity losses associated with head and neck cancer using the human capital and friction cost approaches AM Pearce, P Hanly, A Timmons, PM Walsh, C O'Neill, E O'Sullivan, ... <i>Applied health economics and health policy</i> 13 (4), 250-267	13	2015







Cited by

	All	Since 2014
Citations	170	164
h-index	8	8
i10-index	7	7



Co-authors

[EDIT](#)

	Audrey Alforque Thomas Postdoctoral Research Fellow, N...	>
	Marion Haas Professor of Health Economics, ...	>
	Rosalie Viney Professor, University of Technolo...	>
	Ciaran O'Neill Queens University Belfast	>
	Rachael Gooberman-Hill University of Bristol	>
	Robyn Lynne Ward University of Queensland	>



Rachael Gooberman-Hill

University of Bristol

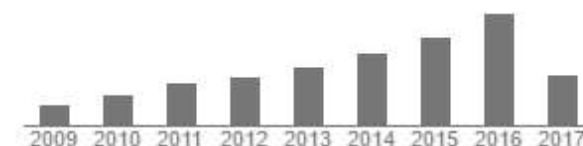
Verified email at bristol.ac.uk

Follow

Title	1-20	Cited by	Year
Complex interventions to improve physical function and maintain independent living in elderly people: a systematic review and meta-analysis	AD Beswick, K Rees, P Dieppe, S Ayis, R Gooberman-Hill, J Horwood, ... The Lancet 371 (9614), 725-735	509	2008
What proportion of patients report long-term pain after total hip or knee replacement for osteoarthritis? A systematic review of prospective studies in unselected patients	AD Beswick, V Wyld, R Gooberman-Hill, A Blom, P Dieppe BMJ open 2 (1), e000435	296	2012
Understanding the pain experience in hip and knee osteoarthritis— an OARSI/OMERACT initiative	GA Hawker, L Stewart, MR French, J Cibere, JM Jordan, L March, ... Osteoarthritis and Cartilage 16 (4), 415-422	223	2008
Opioid analgesics for cancer pain: symptom control for the living or comfort for the dying? A qualitative study to investigate the factors influencing the decision to accept morphine for pain caused by cancer		101	2008

Google Scholar

Citation indices	All	Since 2012
Citations	2619	1981
h-index	26	21
i10-index	45	43



orcid



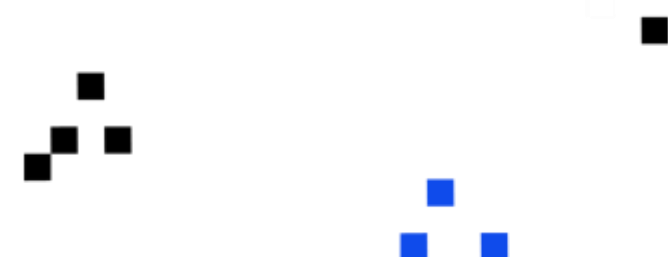
- Provides a persistent digital identifier that distinguishes you from every other researcher
- Being integrated throughout the research timeline, from grants to publication
- Means that all these automated & optional tracking systems can accurately associate your work to you



publons



- **Publons** is a website and free service for researchers to receive credit for peer review
- Forward the 'thankyou' email that you get from the journal to reviews@publons.com and it gets added to your account
- Get credit for the otherwise unpaid work of reviewing & assign credit transparently





BROWSE

COMMUNITY

FAQ



LOG IN

REGISTER

WEB OF
SCIENCE

Home > Researchers > Alison Pearce



Alison Pearce

Chancellor's Postdoctoral Research Fello - Centre for Health Economics Research and Evaluation,
University of Technology Sydney

ORCID: 0000-0002-5690-9542

VERIFIED REVIEWS

27

[Summary](#) [Metrics](#) [Peer review](#)

Research Fields

HEALTH ECONOMICS

MEDICAL AND HEALTH SCIENCES

ONCOLOGY



PATIENT PREFERENCES

PRODUCTIVITY

[+ VIEW FULL BIO & INSTITUTIONS](#)

- Summary
- Metrics
- Peer review

Verified reviews

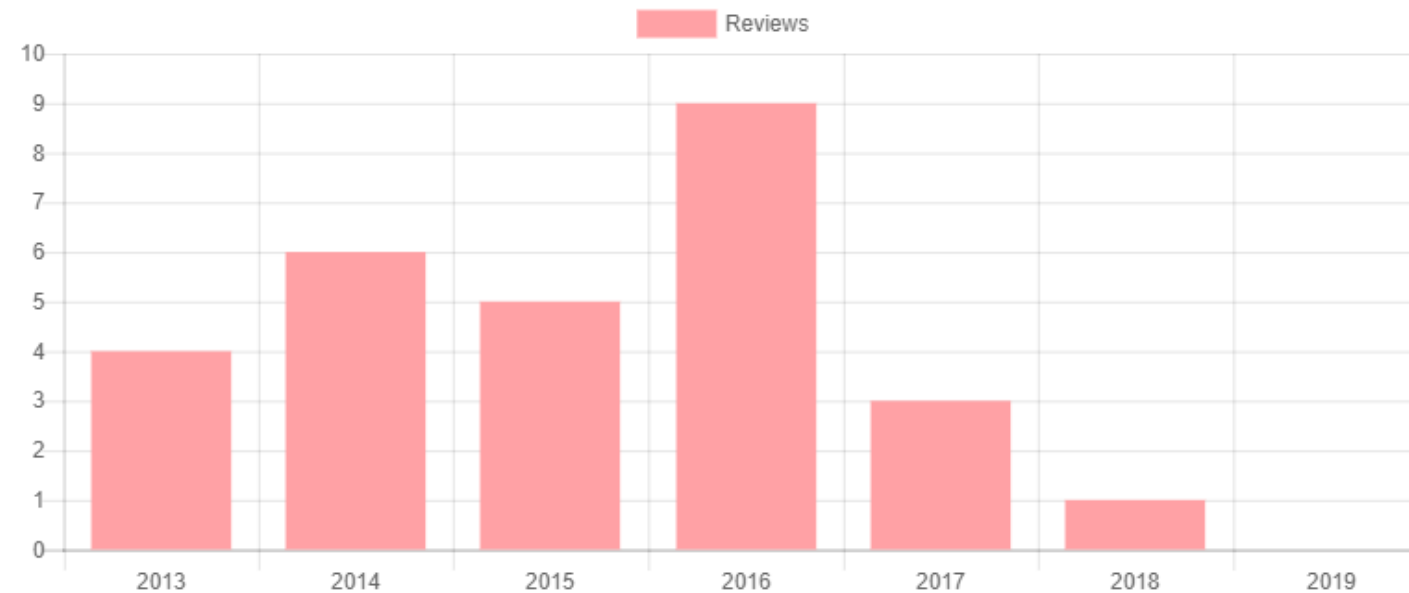
 (5) Value in Health WOS	 (4) Head & Neck WOS
 (3) Australian Occupational Therapy Jo... WOS	 (2) Applied Health Economics and Healt... WOS
 (2) BMC Health Services Research WOS	 (2) PharmacoEconomics - Open
 (2) Social Science & Medicine WOS	 (1) Cancer Epidemiology WOS
 (1) European Journal of Cancer Care WOS	 (1) Health Policy WOS

Showing 10 of 14 [SHOW MORE](#)

Plus 1 more review awaiting verification.

- Summary
- Metrics
- Peer review

Alison Pearce's impact over time



Review metrics

Compare review statistics to aggregate statistics for any research field on Publons using the form below. Leaving the form blank will compare statistics to all research fields on Publons.

ALL

Health Economics

772 RESEARCHERS



SUBMIT

VERIFIED REVIEWS

27

Median: 3
93th percentile

VERIFIED REVIEWS (LAST 12 MONTHS)

1

Median: 2
49th percentile

REVIEW TO PUBLICATION RATIO

—



LinkedIn, ResearchGate & academia.edu

- All are social networking sites, targeting business (LinkedIn) or research (Research Gate, Academia.edu)
 - LinkedIn – connecting with people & sharing research (summaries)
 - ResearchGate – connecting with people & sharing papers
 - Academia.edu – connecting with people, sharing papers, monitor impact



LinkedIn, ResearchGate & academia.edu

- I have an account for all of them, but redirect to my website and...
 - I check LinkedIn every week (& share research summaries)
 - I check Research Gate every month (& share full texts)
 - I check Academia.edu every 3 months (but don't do much)
- Consider setting up profiles, but redirecting all information to one spot (eg your website)
- Don't connect with people you don't know, think about connecting with friends





Home

My Network ¹

Jobs

Messaging



Alison Pearce

Chancellor's Postdoctoral Research Fellow at CHERE, UTS &
Co-Founder at Bean Bar You

Sydney, Australia

Add profile section ▼

More...



UTS Business School



University of Technology,
Sydney



See contact info

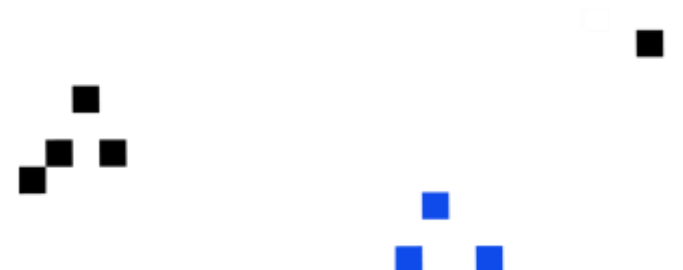


See connections (176)

I am a health economist interested in the various costs of cancer. My research aims to use health services research and health economics to improve cancer care by providing relevant, reliable information for decision making.

Website/blog

- Great for promoting yourself
- One place to keep track of everything – point all other things there
- Easy to set up – eg WordPress, SquareSpace
- Blogging is hard, but develops writing skills
 - Time & confidence are the biggest factors for me
 - Consider contributing to curated blogs



Alison Pearce

The health economics of cancer care

★
Welcome

★
Research

★
Publications

★
Media

★
Blog

Home Welcome

Welcome

I am a health economist interested in the various costs of cancer. My research aims to use health services research and health economics to improve cancer care by providing relevant, reliable information for decision making.

Currently based at the [Centre for Health Economics Research and Evaluation](#) (CHERE) at UTS, I am working in the areas of productivity loss and patient preferences. This work extends the research I did on the economics of cancer survivorship at the [National Cancer Registry](#) in Ireland. I completed my [PhD](#) on the costs of chemotherapy side effects at CHERE in 2013, before which I worked in cancer clinical trials and health services research. My original training was in occupational therapy, and I remain



Twitter

Tweets by @aliepea



Dr Alison Pearce
@aliepea

Come learn with me! If I do say so myself, this is an excellent workshop describing what [#healthconomics](#) is, what it can add to clinical research and (most importantly) how to work with a health economist. Highly recommended if you're a clinician/researcher in BC!



Jan 17, 2019



Dr Alison Pearce
@aliepea

Calling all [#ECR](#) [#STEM](#) researchers with the gift of the gab! The annual [@FameLab](#) science communication competition is now

Twitter

- Great for connecting to people
- Stay on top of latest research
- ‘Attend’ conferences / seminars / workshops that you can’t get to
- Support & connection
- Promote your own research





Dr Alison Pearce

@aliepea

Health economics of cancer care postdoc @CHERE_UTS, currently visiting postdoc @CORE_UBC. Love lists, skiing & travel, co-founder @beanbaryou. Views are my own.

Sydney, New South Wales

alisonpearce.net

Joined July 2011

86 Photos and videos



Tweets
1,136

Following
472

Followers
497

Likes
663

Lists
0

Moments
0

Edit profile

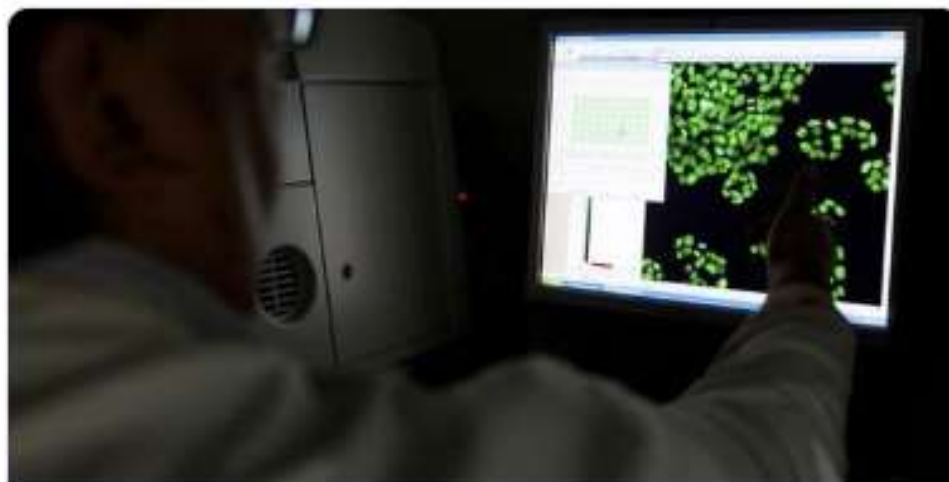
Tweets Tweets & replies Media

You Retweeted



CC-ARCC @CC_ARCC · Jan 29

"The WHO report says the high pricing of cancer drugs is the biggest hurdle in treatment. In fact, this is "impairing" the ability of governments to provide affordable cure to the patients."



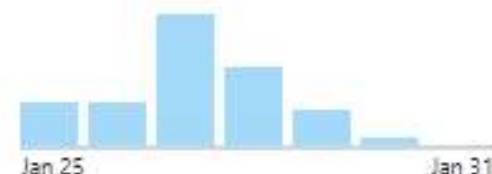
The Cost of Cancer: WHO Report Says Expensive Drugs 'Impairing' ...

A recent report by the World Health Organisation (WHO) says the standard treatment for breast cancer can drain 10 years of average annual income ...

news18.com

Your Tweet activity

Your Tweets earned 7,762 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all



Brendan Collins @Brecon...

Follow



Mike Paulden @mikepaul...

Follow



Willings Botha @willingsb...

Follow

Anatomy of a tweet

Tweet (message)

Handle (twitter name)

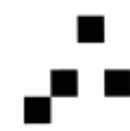
Hashtag (keyword / search term)

Retweets

Likes

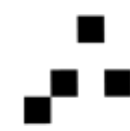
The image shows a Twitter profile for Dr. Alison Pearce (@aliepea) with several red annotations highlighting specific features:

- Profile Information:** The name "Dr. Alison Pearce" and handle "@aliepea" are circled. Below them, the location "Sydney, New South Wales", website "alisonpearce.net", and "Joined July 2011" are visible. A grid of 85 photos and videos is shown below.
- Tweets Section:** The "Tweets & replies" tab is selected. A tweet from "O'Brien Institute" is highlighted with a red circle. Below it, a tweet from "Dr. Alison Pearce" is highlighted with a red circle. This tweet contains several hashtags: "#HealthEconomics", "#ClinicalResearch", and "#cancer". The tweet also shows 1 retweet and 3 likes, which are also circled in red.
- Retweets and Likes:** The "Retweets" and "Likes" counts are circled in red.
- Who to follow:** A list of suggested accounts to follow is shown, including "Brendan Collins" and "Willings Botha".



Media

- University media office
- The Conversation
- Local radio station and paper
- Non-peer reviewed magazines, journals and professional publications
- Relevant podcasts
- Blog post on LinkedIn
- Croaky
- Newsletters & websites of professional associations
- www.Sourcebottle.com



Others



- **Figshare** is an online digital repository where researchers can preserve and share their research outputs, including figures, datasets, images, and videos
- **ImpactStory** is an open source, web-based tool that provides altmetrics to help researchers measure and share the **impacts** of all their research outputs
- **Mendeley Groups** make it easy to discover research, follow curated bibliographies and get involved in discussions



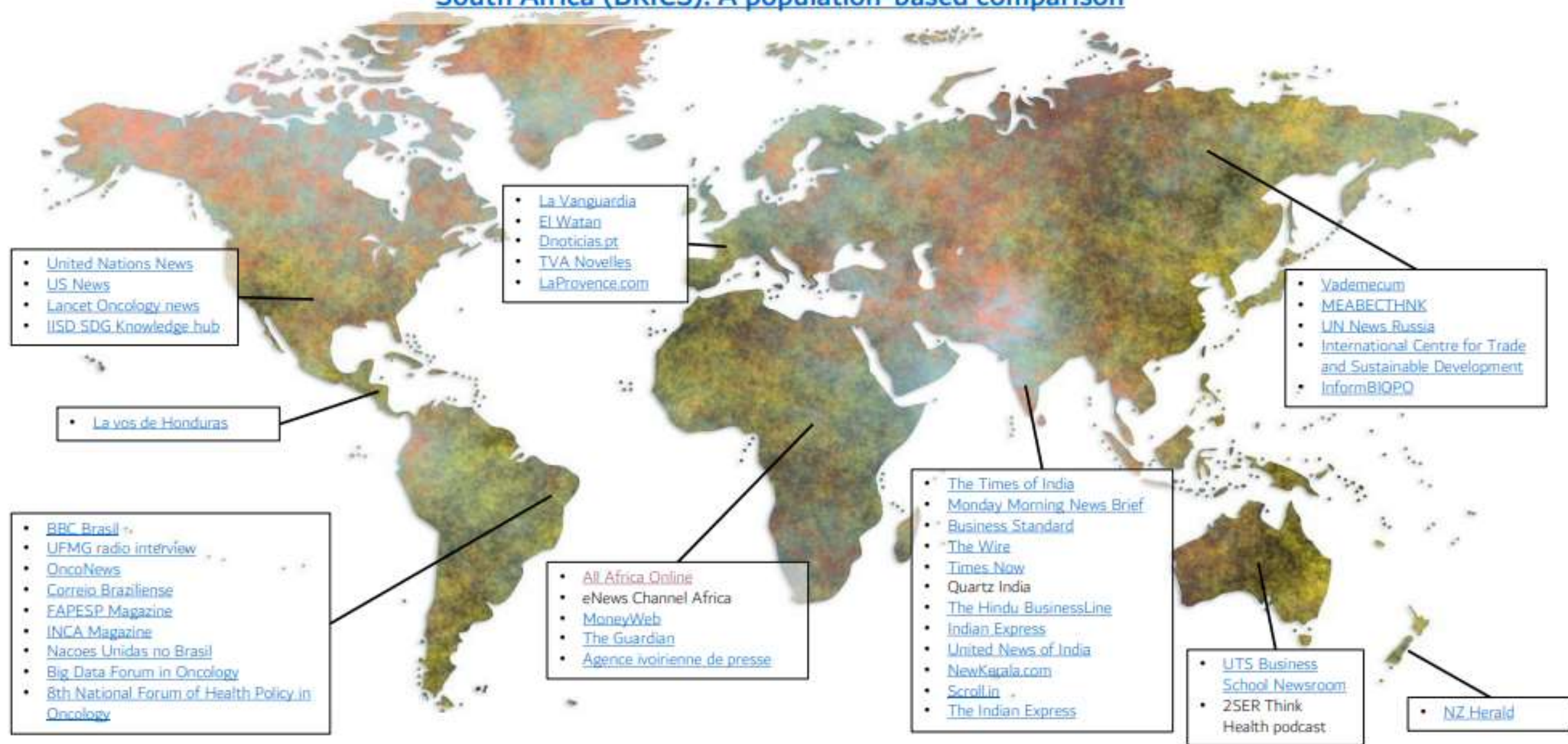
altmetric



- **altmetrics** are non-traditional metrics proposed as an alternative to more traditional citation impact metrics, such as impact factor and h-index
- Sourced from social media – twitter, Instagram, blogs etc (blue is twitter – usually predominant)
- New metrics like this highlight the importance of attribution = ORCID



Media coverage of: Productivity losses due to premature mortality from cancer in Brazil, Russia, India, China and South Africa (BRICS): A population-based comparison



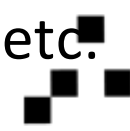
#1 Outputs of similar age from Cancer Epidemiology

5,459 Readers in The Conversation

Top 5% Of all research outputs scored by Altmetric

Media dissemination options

- Twitter (original article, comment, blog post, other links)
 - Tag health reporters: @MelissaLDavey @wstorr @MaryanneDemasi @Smith1001Paul @EliGreenblat @normanswan @1RossGittins
 - Tag top health tweeters: @ABChealthonline @drkerrynphelps @_andrewrochford @croakeyblog @menshealthau @theMJA @_Dr_Ginni
- Blog post on website & LinkedIn
- Press Release
- Pitch to:
 - The Conversation
 - Croakey
 - 2SER Think: Health or Think: Business podcast
 - Research Roundup podcast by PC4
 - Oncologynews.com.au (Guest commentary)
- Suggest for newsletter/website of AHES, HSRAANS, ESA etc.



How has all this helped me?

- Visibility & credibility
- Made connections with people I'd be too shy to talk to at meetings/conferences (or wouldn't meet)
- Staying on top of current research & happenings
- Editorial committee invitation & visiting scholar invitations
- Journal article commissioned and speaking opportunities offered
- Peer support (#ECR, #ECRchat)
- Activities: #AcWriMo & #epibookclub
- Crowd sourcing content for presentations and workshops!

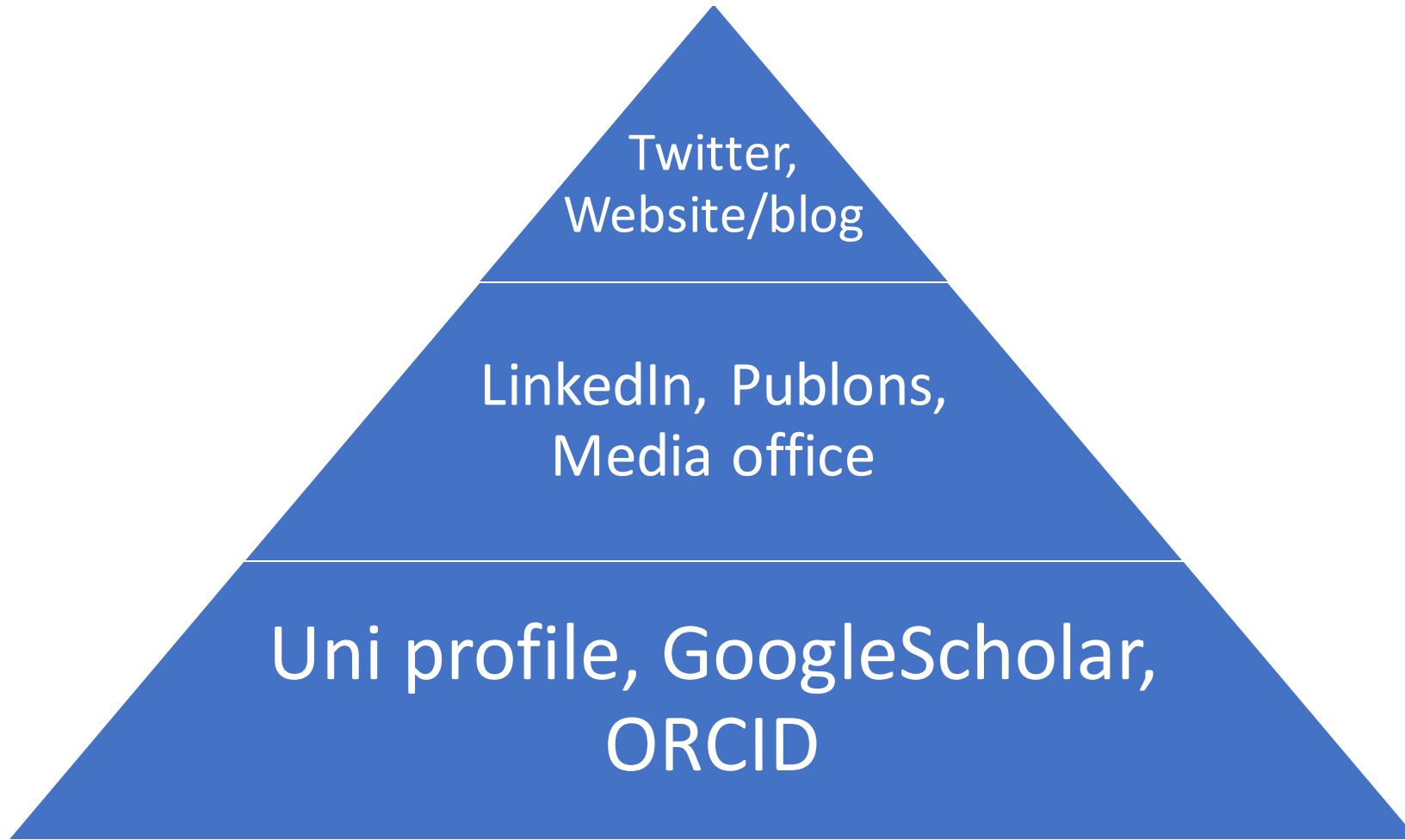


Getting started

- Make sure your uni profile and Google Scholar are up to date, and then maintain them (monthly appointment in diary)
- Decide what you are trying to achieve and pick one or two platforms to maximise that
- Schedule time & don't feel guilty
- Get a headshot (or a couple) you don't hate and use it/them consistently



Getting started



Practical tips – building a website

It's easier than you think, but set aside two hours

1. Purchase web hosting (stores your website), eg BlueHost
2. Purchase a domain name (web address), eg crazydomains.com.au
3. Choose a 'platform' – I use WordPress, but have also heard good things about SquareSpace
4. Pick a template and get designing!
 - Welcome / biography
 - Research page / CV
 - Publications
 - Media links





Practical tips – twitter

- Guide to get started with Twitter:

http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter_Guide_Sept_2011.pdf

1. Sign up (pick a semi-professional name!)
2. Follow some people in your field – search for organisations and people, also look at lists
3. Start by retweeting. If you see something interesting, retweet it
4. When you're ready, start tweeting. Tweet about a paper you wrote or a presentation you're giving
5. When you're ready, start engaging. Reply to people, comment on their tweets or live-tweet a conference



Practical tips – twitter cont.

- Good accounts to follow:
 - Your department, your uni, your professional associations, your colleagues, people you cite, journals, editors, people you meet, journalists, news, funders
 - Academia (serious): @SUWTues @ithinkwellHugh @thesiswhisperer @RealScientists @ResearchVoice
 - Academia (funny): @ShitAcademicsSay @AcademicPain @ShitMyReviewersSay @Redpenblackpen @worse_reviewer @AcademiaObscura @ReadtheSyllabus @ProfOfSarcasm
- Good hashtags to check out:
 - #AcWri #AcWriMo #ECR #ECRchat #Academia #phdchat #epibookclub
 - #Healtheconomics #cancer #cancersurvivorship #rstats



Online research profile

- Should you have one?

YES!

In fact, you already do...



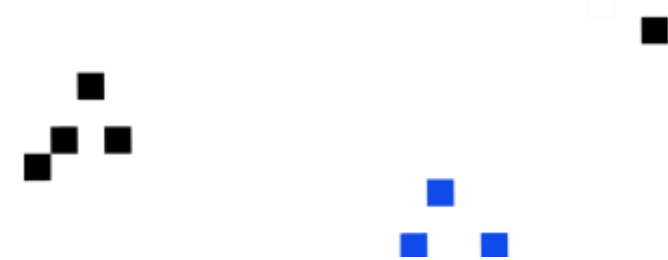
Online do's and do not's

DO

- Start small
- Ask for help
- Be yourself
- Interact
- 80:20 content
- Boast
- Be consistent

DON'T

- Spam
- Worry
- Say anything you wouldn't say in person
- Plagiarise
- Be intimidated



Contacts

Alison Pearce

Chancellor's Post-doctoral Research Fellow

Centre for Health Economics Research and Evaluation, University of
Technology Sydney

alison.pearce@chere.uts.edu.au

www.alisonpearce.net

[@aliepea](#)



"If we knew what we were doing,
it wouldn't be called research,
would it?"

- Albert Einstein

